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FILM MAKING IN CANADA

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Canadians are now producing more motion pictures and TV filmlets combined than books and pamphlets combined. And this, five hundred years after the invention of the printing press, and only thirty years after the development of the talking picture!

This is a visual age in which we live and work. When the Canadian Institute of Public Opinion polled Canadians to find out how we spend our leisure time, the amazing result revealed us watching television fifty-five per cent, as compared with only seventeen per cent of our time in reading--books, newspapers, magazines and printed advertising material together.

Last year, the Dominion Bureau of Statistics showed that the fifty private producers across Canada, plus the National Film Board and the Canadian Broadcasting Corporation, together turned out 924 motion pictures and 3,300 other film items--commercials, newsreels, trailers and slide-films.

Together Canadian film laboratories turned out 76,000,000 feet of prints--enough to stretch from Halifax to Victoria five times!

FILMS PRODUCED IN CANADA

Canadians produce a few features and shorts for the theatres, a number of series of half-hour films for TV, educational films for schools, and hundreds of sponsored films for industry, labour, trade associations and welfare organizations of all kinds. Sponsored films are called by various names--business films, informational films, non-theatrical films--but, whatever the term used, these ten to thirty minute films put across the story of the sponsor--be it for advertising, public relations, sales training, production training, indoctrination of new employees, fund-raising, even clarification of annual reports. A producer of sponsored films never knows where his next film is coming from, nor its subject. Variety is the keynote for the Canadian movie-maker.

Currently, our own Producer-Directors have found themselves making sponsored films on such diverse subjects as the Convention of the Canadian Brotherhood of Railway Employees, the St. Lawrence Seaway, for Canadian General Electric, the building of the trans-Canada pipeline, for Trans-Canada Pipe Line Company, training tellers, for the Bank of Nova Scotia, the brewing of ale, for Molson's, the Canadian Open Golf Championship, for Seagrams, travel promotion, for the Manitoba Government, training canvassers for church-fund drives, for the Wells Organization, bicycle safety, for Raleigh Bicycles, first aid, for St. John Ambulance, the arts in Canada, for B.A. Oil, the story of the University of Saskatchewan, and five films on Community Health for McGraw-Hill, of New York.

INDUSTRY HAS HAD RAPID GROWTH

The greatly-increased use of films by hundreds of such sponsoring companies and organizations, plus the coming of television to our company, has meant an extremely rapid growth for the Canadian film production industry. During

the past five years, the number of producing firms has doubled, the number of employees has tripled, the dollar volume of production has tripled, lab work has doubled. What are the main advantages of the motion picture medium for the organization with a story to tell? Let me mention six of them.

1. GUARANTEED READERSHIP

People do not walk out on a good film! And "Guaranteed Readership," not for a few seconds, but for a full ten to thirty minutes--ample time to set up, develop, and drive home your story. With other media, circulation usually means "exposure to"--with films circulation means "complete readership."

2. NO COMPETITION

While other media constantly compete one against another, films receive maximum attention in comfortable surroundings. There is only one point of interest in a darkened room--the screen.

3. IMPACT

If a picture is worth 1,000 words, how many words is it worth if it moves?, talks?, is in colour?, with music and dramatic impact? An effective motion picture experience can so play on the emotions of the viewer that he identifies himself with the action and the message.

4. RETENTION

Ninety-four per cent of what we learn is through our eyes and ears--audio-visual presentation-- and studies have proven the established average of thirty-five per cent greater retention of subject matter over traditional methods of telling a story.

5. LONG LIFE-SPAN OF MESSAGE

The life-span of most sponsored films is extremely long. Five years is average, with some films remaining in active use for ten years or longer.

6. VERSATILITY

The motion picture has unique technical advantages. It has the ability to present the meaning and power of motion. It can telescope time in any operation or series of events. The actual size of objects can be enlarged, or reduced, or compared. Processes that cannot be seen by the human eye, or even a telescope or microscope, can be presented by animation. The same means can speed up or slow down any aspect of natural or artificial growth or decline.

REACHES A TREMENDOUS AUDIENCE

A good sponsored picture can reach a tremendous audience in this country. "The Loon's Necklace" has been seen by well over a million Canadians, and in the process has brought untold good-will to Imperial Oil. "Rocky Mountain Trout" has been seen by 13,000,000 Americans (at a total cost of only one-quarter of a cent per person) and has been a potent tool in promoting tourism in Canada.

With all the methods of distribution available, film sponsors never had it so good! They use the facilities of their own branches or dealers, the National Film Board distribution system, the 42 provincial libraries, the 400 community libraries, the 475 film councils, the Canadian Film Institute, the commercial distributors-and television.

THE DEMANDS OF TELEVISION

TV, the new system of film distribution, has provided undreamed-of extra audiences for sponsors. The high cost of TV live programming, plus the way TV gobbles up talent, has required both U.S. and Canadian stations to search actively for good sponsored films for sustaining programmes. Many Canadian sponsored films, which have been "cleared for TV," have been televised without charge in Canada, the United States and Europe.

In addition, the TV set, once heralded as the death of the other means of non-theatrical distribution, has actually stimulated them by making millions conscious of the tremendous power of the audio-visual medium. In the United States, despite their many millions of sets, the use of sponsored films by clubs, schools and groups of all kinds is booming as never before. Some films have over 2,000 prints in active circulation across that country--one company alone spent $6,000,000 last year on films.
And so it is in Canada, where non-theatrical film production and distribution is growing steadily, side by side with the steady advance of TV.

FILMED COMMERCIALS AND TV SERIES

There are two other aspects of TV in relation to Canadian film-producers. Many of our companies make twenty-second and one-minute commercials, and have achieved a high degree of skill in this specialty.

The other aspect is the production of a series of half-hours for television--thirty-nine at a time. The CBC did "Pierre Radisson," and Television Programmes of America came to Toronto and did "Last of the Mohicans," "Tugboat Annie" and "Cannonball." Crawley Films are now shooting "RCMP," thirty-nine pictures based on case-histories of the famous force. Partners with Crawley in the venture are the CBC and the BBC, and this may herald a significant new growth for Canadian film-makers.

NO ASSISTANCE FROM GOVERNMENT

The production of many films for the world's TV sets and the world's theatres is an exciting prospect for the future. Before that day arrives, however, drastic steps must be taken. Almost every other leading country in the world assists its film industry in various ways--quota systems, subsidies, blocked funds, Government loan, etc.

In the Canadian entertainment film business, American, British and other films come in freely for theatres and television, while Canadian dollars flow freely out of the country.

In the Canadian-sponsored film business, the situation is as serious. In nearly all countries, the industry depends on Federal Government Departments as leading customers. In Canada, we have the National Film Board, which produces virtually all Government films. Canadian producers have a deep conviction that the time is long overdue for the Government to decide to allow at least a reasonable proportion of their films to be done by private producers.

If these reasonable requests are met by Government, and if the actors and technicians are reasonable in their requirements, there is no reason why this fledgling industry cannot have a startling break-through in the next decade, and Canada become a leading source of the world's motion pictures.

HOW FILMS ARE PLANNED

Assuming that you represent an organization which desires to use the potent medium of film to put across its story to membership or public, what are the steps in getting your films on the road--or rather, on the screen?

After the sponsor and producer agree on the purpose of the film and the audience to be reached, the usual procedure in getting a film onto the screen is for the sponsoring organization to appoint a film officer or small film committee to negotiate with the producer and to act as his advisers and technical experts.

The producer prepares a story outline for approval; based on this outline, the producer writes a shooting script for approval and then proceeds to make the film.

The committee is occasionally asked for advice and assistance during the production, and the producer screens the "rough cut" of the film for their approval before final recording.

Finally, the answer print (test print) is delivered, and then the requisite number of release prints are run. The producer stores the negative material under ideal conditions in his fire-proof film vaults, and additional prints may be ordered at any time.

WE LIVE IN A VISUAL WORLD

From planning to printing, a sponsored film usually takes about six months, and its cost may run from $10,000 to $50,000. With many films, over five-thousand man hours are required for production--but millions of people can see and hear and understand and remember the sponsor's story.

This is a visual world in which we live and work. Made in Canada, training films are increasing producti

This is a visual world in which we live and work. Made in Canada, training films are increasing production--advertising films are opening new markets, making new jobs--public relations films are creating whole new climates in which Management and Labour can work together and prosper.

And films with television can, as no other medium, tell the story of what we call our way of life to an interested world.

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C.F.I. has just prepared a mimeographed list of films on Meeting the Public and Dealing with People. Write for your copy now.

Special Films List No. 1 - GARDENING - has been withdrawn from circulation. Replacing it is a mimeographed list of films on this subject.

Special Films List No. 4 — AVIATION — has just been revised. Send for your copy now.

MORE NEWS ON THE ROBERT FLAHERTY FILM SEMINAR

Some of the films to be shown at the Robert Flaherty Film Seminar are:

LES FILS DE L'EAU
MAITRES FOUS
PATHER PANCHALI
ON THE BOWERY
NANOOK OF THE NORTH
MAN OF ARAN
LOUISIANA STORY
THE HUNTERS
ALL MY BABIES

NEW FILMS

Following are descriptions of two new films produced by the University of California:

BUILDING CHILDREN'S PERSONALITIES WITH CREATIVE DANCING

30 mins. sound b&w S.C. $5.00

This film follows a group of children through a creative dancing class. It opens up new aress

This film follows a group of children through a creative dancing class. It opens up new areas in the exploration of children's emotions and creative urges.

This is an excellent educational tool for both teachers and children alike in illustrating how simple it is to initiate a creative program for children.

DANCE YOUR OWN WAY

10 mins. sound col. S.C. $3.50

An exciting new film to motivate children -- guided by their teacher -- to express themselves freely through the dance medium. They will see boys and girls in the film moving freely to music -- discovering how easy it is to catch the rhythm and how much fun it can be. They will hear exciting music which will stimulate them and make them want to dance. They will feel like whirling, stamping and jumping -- with each child dancing his own way -- discovering his own special pattern of movement.

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UNITED KINGDOM INFORMATION SERVICE FILMS

THE TWILIGHT FOREST

7 mins. sd. col. S.C. $1.50

THE TWILIGHT FOREST tells the story of the great natural resources of the tropical rain forest. The African rain forest is rich in hardwoods - walnut, mahogany, sandalwood, and many more. The first attempt to harvest these resources on a sustained and scientific basis was an immense and risky undertaking unique in the history of forestry. Selected for showing at the Edinburgh Film Festival.

THERE WAS A DOOR

30 mins. sd. b&w

Produced by Greenpark Productions.

A factual survey of the adult mental defective in present-day Britain, drawing attention to the facilities available for their specialized training and for the constant and compassionate care which they must receive.

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I'VE BEEN THERE IN A BOOK

16 mins. sd. colour $150

Produced by Carroll Barnes Productions - 1957.

A boy is reading selections from the Journals of Lewis and clark. The scene shifts to a stream where he, his friend, and his dog are poling along on a raft. The boys translate the experiences they find in the book to their own neighborhood, in the foothills of the California Sierra. Narration is largely from the Journals, but actual history of the expedition is not enacted.

The aim of this film is to show children reliving and translating experiences they have read in a book. Film has value for motivating reading and for stimulating creative expression. The method of presentation is true to the imaginative way children can play and translate what they read.

POSTCARD FROM PERTH

10 mins. sd. col. S.C. $1.50

Produced for the Australian Government.

A scenic tour of Perth, capital of Western Australia -- a city of easy charm and friendliness.

Don't forget that films produced for the Government of Australia are available from C.F.I. for free preview with a view to purchase.